

WHAT IS CLAIMED IS:

1. A coupon management system managing a number of issued coupons, comprising:
 - a storage device for storing said coupon;
 - coupon issuance receiving means for receiving a coupon issuance request generated on the basis of a coupon information broadcasted or transmitted together with a program or a commercial message for requesting issuance of said coupon;
 - coupon issuing means for selecting a coupon corresponding to said coupon issuance request from said storage device and issuing the coupon; and
 - analyzing means for calculating number of issued coupons for each program or commercial message on the basis of an identifier attached to said coupon issuance request by a receiver receiving said program or commercial message and identifying said program or commercial message.
2. A coupon management system as set forth in claim 1, wherein said coupon issuance request includes at least one information on a channel through which said coupon information is broadcasted or transmitted by the receiver receiving said program or commercial message and a timing or time when said coupon information is broadcasted or transmitted by the receiver.
3. A coupon management system as set forth in claim 1, wherein said coupon issuance request includes

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at least one of name, address or residence, contact address, age, sexuality of the person who transmitted coupon information via the receiver receiving said program or commercial message.

4. A coupon management system as set forth in claim 1, further comprises use-checked coupon receiving means for receiving a use status of the coupon for identifying that said coupon is used; and

said analyzing means calculating a number of the used coupons for each program or commercial message on the basis of the use status of said coupon.

5. A coupon management system as set forth in claim 4, wherein said analyzing means calculates a period from a time of issuance of said coupon to a time of use on the basis of a timing when said coupon is issued and a timing when said coupon is used.

6. A coupon management system as set forth in claim 1, wherein said coupon information is broadcasted through a data broadcasting channel.

7. A coupon management system managing a number of used coupons broadcasted or transmitted together with a program or a commercial message, comprising;

use-checked coupon receiving means for receiving use-checked coupon used and checked by a coupon affiliated store terminal; and

analyzing means for calculating a number of used coupons for each program or commercial message on the basis of an identifier attached to said coupon by a

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receiver receiving said program or commercial message and identifying said program or commercial message.

8. A coupon management system as set forth in claim 7, wherein said coupon is added with an audience attribute including at least one of name, address, residence, contact address, age, sexuality of a person receiving said coupon through a receiver receiving said program or commercial message.

9. A audience rate survey method for surveying an audience rate of a program or commercial message, comprising the steps of:

receiving a coupon issuance request generated on the basis of coupon information broadcasted or transmitted together with said program or commercial message for requesting issuance of a coupon;

issuing a coupon on the basis of said coupon issuance request;

calculating a number of issued coupons for each program or commercial message on the basis of an identifier attached to said coupon issuance request by said receiver receiving said program or commercial message and identifying said program or commercial message; and

calculating an audience rate of said program or commercial message on the basis of the number of the issued coupons.

10. An audience rate survey method for surveying an audience rate of a program or commercial message,

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comprising the steps of:

receiving a use status of a coupon from a coupon affiliated store terminal, where the coupon broadcasted or transmitted together with the program or commercial message is used, for identifying that said coupon is used;

calculating a number of used coupon for each program or commercial message on the basis of an identifier attached to said coupon by a receiver receiving said program or commercial message and identifying the program or commercial message, and said use status of said coupon; and

calculating an audience rate of said program or commercial message on the basis of said number of used coupons.

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